ABSTRAK

Dahulu pembersih kerak noda yang kita kenal hanya beberapa saja, namun seiring perkembangan waktu banyak muncul merek-merek baru yang tentu memanas persaingan diantara merek yang ada baik lama maupun baru. Keanekaragaman produk pembersih kerak noda sekarang mendorong identiifkasi para konsumen untuk menentukan atau memilih satu merek yang menurut pandangan mereka memenuhi kriteria sesuai dengan kebutuhan dan fungsinya. Salah satunya produk pembersih kerak noda dengan nama Glisbers. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, strategi promosi, citra merek terhadap keputusan pembelian. Sampel yang perlu diperlukan dalam penelitian ini sebanyak 80 responden dengan metode *purposive sampling* dan teknik pengumpulan data melalui observasi, wawancara dan kuesiner. Analisis yang digunakan yakni analisis data kuantitatif (validitas dan reabilitas), uji asumsi kliasik (uji multikolonieritas, uji heteroskedastisitas dan uji normalitas), uji regresi linier berganda, uji hipotisis (uji t dan uji F) dan uji koefisien determinasi berganda R^2. Hasil analisis linier berganda diketahui bahwa (0,330), strategi promosi (0,339), citra merek (0,909) yang berarti semua variabel berpengaruh positif terhadap keputusan pembelian. Berdasarkan hasil uji F dengan nilai niali signifikasi 0,000 bahwa variabel semua berpengaruh signifikan secara simultan terhadap keputusan pembelian. Hasil uji t mengasilkan kualitas produk (0,011), strategi promosi (0,026), citra merek (0,000). Secara parsial berpengaruh terhadap keputusan pembelian.

Kata kunci : kualitas produk, strategi promosi, citra merek.

ABSTRACT

Once the stain crust cleaners we know only a few, but as the time grows many new brands are coming up the competition between the existing brands both old and new. The diversity of stain crust cleaning products now encourages the consumer's identiifcation to determine or select a brand that they think meets the criteria according to their needs and functions. One of them is stain crust cleaning products with the name Glisbers. This research aims to determine the influence of product quality, promotion strategy, brand image of purchasing decision. The samples needed to be required in this study were as much as 80 respondents with purposive sampling methods and data collection techniques through observation, interviews and Kuesiner. Analysis used are quantitative data analysis (validity and reusability), test of the climax assumptions (multicolonized tests, heteroskedastisity test and normality test), multiple linear regression tests, hypothysis Test (T-Test and F-test) and double coefficient of determination of R^2. The results of a double linear analysis are known that (0.330), the Promotion strategy (0.339), the brand image (0.909) which means all variables positively affect the purchasing decision. Based on the F test results with a significant Strongswan value of 0.000 that the variables all have significant simultaneous effect on purchasing decisions. T-test results for product quality (0.011), promotion Strategy (0.026), brand image (0.000). Partial influence on purchasing decision.

Keywords: product quality, promotion strategy, brand image.